

COATING COMPOSITION HAVING FLUORESCENT COLORANTS

ABSTRACT OF THE DISCLOSURE

A coating composition containing a resinous binder with colorants and reflective pigments. The colorants absorb visible light at a first wavelength and produce fluorescent light at a second wavelength band when exposed to visible light. When applied to a substrate, the coating composition appears as one color on face from the specular reflection of the colorants off the reflective pigments and a different color on flop from the fluorescent light produced by the colorants.